



Assistant Director, Economic Development

Department: Economic Development

EEO Code: 21

Class Code: 6811

FLSA: E

Effective: 01/07/1991

GENERAL STATEMENT OF DUTIES:

Under administrative direction; performs work of considerable difficulty managing the marketing efforts for the County; and performs other work as required.

SPECIFIC STATEMENT OF DUTIES:

(illustrative only)

Manages the marketing efforts for the County, to include attracting, securing and retaining commercial and industrial development;

Trains, supervises and evaluates subordinate staff;

Ensures the preparation and review of all prospect proposals within strict deadlines and the updating of all demographic and site information;

Develops and maintains supportive relationships with existing County businesses, to include quarterly business meetings, newsletters and visits;

Ensures coordination of small business program, to include regular meetings with business owners and addressing identified needs;

Manages the development of an extensive database to support prospect and administrative requests;

Prepares and presents detailed material to a wide variety of organizations, businesses, and County officials;

Provides technical guidance to staff and other County departments;

Participates in local organizations as required;

Performs other work as required.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

Considerable knowledge of marketing principles and practices; of the County and its development potential; of managing projects with strict deadlines; of presentation techniques; of supervisory principles and practices. Considerable skill in applying the principles and practices of marketing when attracting, securing and retaining clients; in managing projects with strict deadlines; in preparing and delivering detailed material; in supervising personnel.

MINIMUM EDUCATION AND EXPERIENCE:

Core curriculum for a bachelor's degree in marketing, economics or related field, with graduate coursework in business or public administration, and five (5) years experience in an economic development environment, including three (3) years management experience; or an equivalent combination of training and experience.

ADDITIONAL REQUIREMENTS:

None

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
